

Rep Order# 9796730 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 08/17/2012 8:34 AM
Last Received: 08/16/2012 6:25 PM
Showing Buylines: All Lines

1 of 3

Station KSTU-TV SALT LAKE CITY, UT
Advertiser () POLITICAL ISSUE GROU
Product HOUSE MAJORITY PAC
Estimate# 1548
Buyer Spencer Wood
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW, #100
WASHINGTON, DC 20007
Agency C/P1/P2/E 79/86/1548
Flight Dates 10/02/2012 - 10/15/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () DAN DRISCOLL
Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F,M	6A-7A	GOOD DY UTAH6A	:30	\$375.00	10/02-10/15	5	2	10	\$3,750.00	
	2	SU	7A-8A	GOOD DAY UT-SU	:30	\$400.00	10/07-10/14	1	2	2	\$800.00	
	3	TU-F,M	7A-8A	GOOD DY UTAH7A	:30	\$475.00	10/02-10/15	5	2	10	\$4,750.00	
	4	SU	8A-9A	GOOD DAY UT-SU	:30	\$500.00	10/07-10/14	1	2	2	\$1,000.00	
	5	SU	9A-10A	FOX NWS SUNDAY	:30	\$200.00	10/07-10/14	1	2	2	\$400.00	
	6	TU-F,M	9A-10A	LIVE WTH KELLY	:30	\$250.00	10/02-10/15	3	2	6	\$1,500.00	
	7	SU	11A-2P	NFL EARLY GAME	:30	\$2,000.00	10/07-10/14	1	2	2	\$4,000.00	
	8	TU-F,M	3P-330P	JUDGE JUDY	:30	\$250.00	10/02-10/15	5	2	10	\$2,500.00	
	9	SU	3P-4P	CLOSER	:30	\$100.00	10/07-10/14	1	2	2	\$200.00	
	10	TU-F,M	330P-4P	JUDGE JUDY R	:30	\$250.00	10/02-10/15	5	2	10	\$2,500.00	
	11	TU-F,M	4P-5P	DR. OZ	:30	\$400.00	10/02-10/15	5	2	10	\$4,000.00	
	12	SA	530P-6P	FAM GUY	:30	\$150.00	10/06-10/13	1	2	2	\$300.00	
	13	TU-F,M	530P-6P	FOX13-LIVE6530<	:30	\$550.00	10/02-10/15	2	2	4	\$2,200.00	

Rep Order# 9796730 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 08/17/2012 8:34 AM
Last Received: 08/16/2012 6:25 PM
Showing Buylines: All Lines

2 of 3

Station KSTU-TV SALT LAKE CITY, UT
Advertiser () POLITICAL ISSUE GROU
Product HOUSE MAJORITY PAC
Estimate# 1548
Buyer Spencer Wood
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW, #100
WASHINGTON, DC 20007
Agency C/P1/P2/E 79/86/1548
Flight Dates 10/02/2012 - 10/15/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () DAN DRISCOLL
Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	14	SA	6P-630P	SIMPSONS	:30	\$400.00	10/06-10/13	1	2	2	\$800.00	
	15	SA	630P-7P	30 ROCK	:30	\$350.00	10/06-10/13	1	2	2	\$700.00	
	16	W	7P-9P	X FACTOR	:30	\$2,000.00	10/03-10/10	2	2	4	\$8,000.00	
	17	TH	7P-8P	X FACTOR RESULTS	:30	\$2,000.00	10/04-10/11	1	2	2	\$4,000.00	
	18	M	8P-9P	MOB DOCTOR	:30	\$1,800.00	10/08-10/15	1	2	2	\$3,600.00	
	19	TH	8P-9P	GLEE	:30	\$3,000.00	10/04-10/11	1	2	2	\$6,000.00	
	20	TU-F,M	9P-930P	FOX NEWS AT 9	:30	\$1,200.00	10/02-10/15	3	2	6	\$7,200.00	
	21	SU	9P-10P	FOX NEWS AT 9	:30	\$1,000.00	10/07-10/14	1	2	2	\$2,000.00	
	22	TU-F,M	930P-10P	FOX NEWS AT 9	:30	\$1,100.00	10/02-10/15	2	2	4	\$4,400.00	
	23	TU-F,M	10P-1030P	SEINFELD	:30	\$450.00	10/02-10/15	2	2	4	\$1,800.00	

---REPORT TOTALS---

Report Totals: 102 / \$66,400.00

---SALES MONTHLY TOTALS---

Oct 12: 102 / \$66,400.00
Sales Totals: 102 / \$66,400.00
Station Totals: 102 / \$66,400.00
Lines not sent/rcld/rtrn: 0 / \$0.00

Rep Order# 9796730 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 08/17/2012 8:34 AM
Last Received: 08/16/2012 6:25 PM
Showing Buylines: All Lines

3 of 3

Station KSTU-TV SALT LAKE CITY, UT
Advertiser () POLITICAL ISSUE GROU
Product HOUSE MAJORITY PAC
Estimate# 1548
Buyer Spencer Wood
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW, #100
WASHINGTON, DC 20007
Agency C/P1/P2/E 79/86/1548
Flight Dates 10/02/2012 - 10/15/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () DAN DRISCOLL
Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

--COMPETITIVE--

Market Totals \$261,933

CABL	0%	KDLU	0%	KJZZ	2%	KSL	28%	KSTU	25%
KTVX	21%	KUCW	2%	KUTV	19%	UNKB	0%	UNKN	0%

Books null
Demos RA35+